



Virginia Green Events



Profile:

Virginia Business Empowerment Conference and Awards Banquet

January 30-31, 2009 at the Richmond Marriott

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize the event's impacts on the environment. This event has met the established "core activities" for *Green Events* and has committed to communicate its activities to its participants. Below is a list of this event's "green" activities that participants can expect.

VA Business Empowerment Conference



Virginia Green Activities. When visiting the Virginia Business Empowerment Conference, you can expect the following practices:

CORE ACTIVITIES for Green Events

- ☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage.
 - Aluminum Cans, Glass, Plastic Bottles, Cardboard & Paper
- ☒ **No Styrofoam.** Events should eliminate the use of Styrofoam cups and plates. If you must use disposables, use products that are bio-based, paper, or recyclable.
 - Disposable cups, containers and cutlery are recyclable.
- ☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible!
 - Use electronic registration, correspondence and forms
 - Purchase/use all paper products with high recycled content.
- ☒ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event.
 - Encouraging exhibitors and vendors to minimize wastes and provide for recycling of boxes and other set up wastes.
 - Use non-bleached napkins or maintain a supply of cloth napkins.
 - Serve water in pitchers and glassware instead of bottles or consider bulk sodas, etc

- Avoid box lunches – trays/platters of food are much less wasteful
- ☑ **Green Signage.** Event planners must commit to **tell their participants about *how green*** the event is. Event signage should include the *Virginia Green* logo and list all “green activities” practiced in the planning and operation of the event.
- Post signs at registration which lists all green activities
 - Use the Virginia Green logo on signs and at recycling centers
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For more information on **the Virginia Business Empowerment Conference**, see <http://www.thembl.org/headlines/banquet.html> or contact Holly Hacker at holly.hacker@whitelodging.com.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreen. Click on “Events” for a more of green events.



Virginia Green is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

